

**Description:**

Idaho Public Television strives to meet the needs and reflect the interests of its varied audiences by inspiring, enriching, and educating the people we serve, enabling them to make a better world.

**\*\*NO RESULTS AVAILABLE DUE TO THE IMPLEMENTATION OF NEW MEASURES\*\***

**Major Functions and Targeted Performance Standard(s) for Each Function:**

1. Provide high quality television and web programming.

A. Number of national awards received by IdahoPTV productions.

Actual Results			
1998	1999	2000	2001
		34	32
Projected Results			
2002	2003	2004	2005
32	32	32	32

B. Number of national awards received by programs procured by IdahoPTV for broadcast in Idaho.

Actual Results			
1998	1999	2000	2001
		28	38
Projected Results			
2002	2003	2004	2005
38	38	38	38

2. Foster and nurture collaborative partnerships.

A. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Public Instate/Out of State

Actual Results			
1998	1999	2000	2001
		159/14	162/34
Projected Results			
2002	2003	2004	2005
125/14	125/14	125/14	125/14

B. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Private Instate/Out of State

Actual Results			
1998	1999	2000	2001
		19/11	45/29
Projected Results			
2002	2003	2004	2005
19/11	19/11	19/11	19/11

3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.

A. Percent of broadcast hours of closed captioned programming to aid visual learners and hearing impaired.

Actual Results			
1998	1999	2000	2001
		84%	90%
Projected Results			
2002	2003	2004	2005
92%	96%	96%	96%

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B. Descriptive video service provided via the second audio program to aid those with impaired vision.

Actual Results			
1998	1999	2000	2001
		0	1,028
Projected Results			
2002	2003	2004	2005
1,142	1,142	1,142	1,142

4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.

A. Children - Channel hours of programming designed specifically for children.

Actual Results			
1998	1999	2000	2001
		3,016	3,225
Projected Results			
2002	2003	2004	2005
3,325	3,491	8,760	8,760

B. Ethnic minorities - Channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.

Actual Results			
1998	1999	2000	2001
		563	435
Projected Results			
2002	2003	2004	2005
435	435	435	435

C. Learners and Teachers - Channel hours of programs appropriate for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.

Actual Results			
1998	1999	2000	2001
		994	2,192
Projected Results			
2002	2003	2004	2005
2,105	2,105	2,405	2,105

5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources which support citizen participation and educational goals via the WWW.

A. Number of visitors to our web site.

Actual Results			
1998	1999	2000	2001
		54,821	48,642
Projected Results			
2002	2003	2004	2005
53,506	58,857	64,743	71,217

6. Progress towards DTV implementation, as a "statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.

A. DTV channel hours of transmission.

Actual Results			
1998	1999	2000	2001
		0	0
Projected Results			
2002	2003	2004	2005
1,310	8,208	24,570	35,490

B. Number of transmitters broadcasting a DTV signal (5 required by 5/2003).

Actual Results			
1998	1999	2000	2001
		0	0
Projected Results			
2002	2003	2004	2005
1	5	5	5

C. Percentage of Idaho population within our DTV signal coverage area.

Actual Results			
1998	1999	2000	2001
		0%	0%
Projected Results			
2002	2003	2004	2005
23%	49%	49%	49%

7. Contribute to a well-informed citizenry.

A. Number of channel-hours of public affairs programming.

Actual Results			
1998	1999	2000	2001
		1,380	1,426
Projected Results			
2002	2003	2004	2005
1,426	1,426	1,426	5,000

8. Provide relevant Idaho-specific information.

A. Number of channel-hours of Idaho-specific programming.

Actual Results			
1998	1999	2000	2001
		215	219
Projected Results			
2002	2003	2004	2005
237	249	279	300

B. Number of IdahoPTV Idaho-specific productions produced during the year.

Actual Results			
1998	1999	2000	2001
		52	79
Projected Results			
2002	2003	2004	2005
85	80	125	125

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9. Be a relevant educational and informational resource to all citizens.

A. Nielsen Station Audience reports on: Children, less than 12 years old, viewing IdahoPTV.

Actual Results			
1998	1999	2000	2001
		85,150/wk	99,300/wk
Projected Results			
2002	2003	2004	2005
100,150/wk	101,300/wk	103,000/wk	105,000/wk

B. Nielsen Station Audience reports on: Adults, of 50+ years, viewing IdahoPTV.

Actual Results			
1998	1999	2000	2001
		128,570/wk	139,360/wk
Projected Results			
2002	2003	2004	2005
141,749/wk	148,436/wk	148,836/wk	152,000/wk

C. Nielsen Station Audience reports on: Total audience viewing IdahoPTV.

Actual Results			
1998	1999	2000	2001
		309,000/wk	329,000/wk
Projected Results			
2002	2003	2004	2005
340,673/wk	357,707/wk	357,707/wk	360,000/wk

10. Seek increased levels of state, local, and private sector support.

A. Absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

Actual Results			
1998	1999	2000	2001
		4,297,164	4,149,344
Projected Results			
2002	2003	2004	2005
4,656,041	4,888,843	5,133,285	5,389,949

#### Program Results and Effect:

Idaho Public Television provides quality educational and cultural television and related resources by providing learning opportunities and fostering participation and collaboration in educational and civic activities. By establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools. By creating Idaho based programs and resources and by attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

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